

PUBLISHED WEEKLY • 12TH YEAR OF PUBLICATION

*File Copy*  
11/24/52

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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february

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 21, 1952</u>			
Friday Nov. 21 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 21: G. Howard Hodge. Public by reservation; contact: TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Nov. 23	CONGOLEUM DISTRIBUTORS' CONFERENCE AT HOTEL COMMODORE. (Nov. 23-Nov. 25)		
<u>WEEK BEGINNING MONDAY, NOVEMBER 24, 1952</u>			
Postponed Nov. 24	RUSSEKS' RESORT FASHION SHOW, ORIGINALLY SCHEDULED FOR NOV. 24 AT 2:30 P.M. HAS BEEN POSTPONED TO TUESDAY, DEC. 2 AT 2:30 P.M. (See Pg. 3)		
Monday Nov. 24 4:30 P.M. Cocktails	RESORT COLLECTION BY CAROLYN SCHNURER "Gold Coast Memos"--via BOAC, a showing of Peck & Peck's exclusive Resort wear collection, designed by Carolyn Schnurer. By invitation only. Publicity: D. J. Todd, OR. 3-4700.	PECK & PECK	HOTEL GOTHAM GOLD ROOM
Monday Nov. 24 4:30 P.M.- 6:30 P.M.	OIL PAINTINGS BY JOSEPH FLOCH Press showing of oil paintings by Joseph Floch. Open to public through Dec. 13. Publicity: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Monday Nov. 24 7:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE Subject: "Advertising Production & Typography"--Importance of mechanical production in advertising. Speakers: George B. Dearnley, McCann Erickson, Inc.--"Fundamental facts about type," Francis J. Sorg, Jr., Sorg Ptg. Co., Inc. Price: \$1.00 per lecture. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Monday Nov. 24 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Publicity"--store, fabric manufacturer, freelance. Speakers: Adelia B. Ellis, Forstmann Woolen Co.; Helen Law, Macy's; Ruth Hammer, Ruth Hammer Associates. Price: \$2.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday Nov. 24- Dec. 6	COSTUME OF STREET CRIERS IN COLOR PLATE EXHIBIT Colorful costumes of medieval and 18th century street vendors of London and Paris, unique inspiration for modern fashion and novel accessories, shown in a series of color plates and books. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 25 11:00 A.M.	PREVIEW: SOPHIE READY- TO-WEAR ORIGINALS Press showing of ready-to-wear Sophie Originals, designed by Sophie, with Stephen Erklin. By invitation. Contact: Grace de Mun, PL. 3-4000, Ext. 660.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Nov. 25- Nov. 27 3:00 P.M.	LATE 17TH CENTURY AMERICAN FURNITURE Stuart M. Shaw will discuss "Late Seventeenth Century American Furniture" on Nov. 25, 26 and 28 at 3:00 P.M. Contact: TR. 9-5500.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
Tuesday Nov. 25 8:00 P.M. Dinner- Dance	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Ball"--fifth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. There will be a pageant of gold costumes from the collection of the Costume Institute. Chairman of Executive Committee: Dorothy Shaver. Co-chairmen of Entertainment Com- mittee: Eleanor Lambert and Lloyd Weill. Decor: Henry Callahan. Tableaux: Lester Gaba. Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute, Metropolitan Museum, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		
Thursday Nov. 27 10:00 A.M. <i>9:45 A.M.</i>	<i>South</i> TWENTY-SIXTH ANNUAL <i>thru</i> THANKSGIVING PARADE <i>West</i> <i>9:45</i> Santa Claus will arrive in New York with Macy's 26th Annual Thanksgiving Day Parade, which will start at 10:00 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway to 34th Street, arriving at the reviewing stand in front of Macy's about 11:00 A.M. <del>Parade Marshal: Jackie Gleason.</del> There will be <i>6</i> giant balloons, featuring new planet-soaring 60 foot spaceman; <i>15</i> floats, depicting fairy tales and modern characters; <i>12</i> championship bands; and over <i>80</i> acrobats, comedy acts and clown heads. Publ.: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Friday Nov. 28 2:30 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR
Friday Nov. 28- Nov. 30	2ND INTERNATIONAL ART FILM FESTIVAL Showing of films of art by leading contemporary and renowned artists of all times. Sponsored by the American Federation of Arts, the Film Advisory Center and the Woodstock Artists Association. Matinees on Fri., Sat., Sun. Evening performances on Fri. and Sun. Series tickets: Patrons, \$12.50; Delegates, \$10.00. Contact: Miss Raymond, JU. 2-4378.	ART FILM FESTIVAL (680 FIFTH AVENUE)	HUNTER COLLEGE AUDITORIUM, 69TH ST.
Monday Dec. 1 11:00 A.M.	PRESS PREVIEW OF CHRISTMAS BOUTIQUE Lilly Dache will present a special Boutique showing. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Monday Dec. 1 4:30 P.M.	SHOWING OF FABRICS BY PAINTERS AND SCULPTORS Publicity: Mary Marsh Assoc., PL. 7-5809.	PERSPECTIVES, INC.	34 EAST 51ST STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Dec. 1	SCARF COLLECTION FOR SPRING AND SUMMER Opening of Vera's "Portofino," Italian Riviera collection of scarves, stoles and ties. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM
Monday Dec. 1- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Retail stores will have the following shopping hour schedules for Xmas. Regular closing hours on Saturdays, unless indicated.	RETAIL STORES	NEW YORK CITY, NEWARK BROOKLYN, QUEENS
	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>
	ABRAHAM & STRAUS (Bklyn)	Dec. 3	9:30 A.M. to 9:00 P.M.
	L. BAMBERGER (Newark)	Dec. 8	9:45 A.M. to 9:00 P.M.
	BLOOMINGDALE'S	Dec. 1	9:30 A.M. to 9:00 P.M.
	BOND'S	Dec. 8	9:45 A.M. to 9:00 P.M.
	BONWIT TELLER	Dec. 15	9:30 A.M. to 7:00 P.M.
	FRANKLIN SIMON	Dec. 8	9:30 A.M. to 9:00 P.M.
	GERTZ (Long Island)	Dec. 1	9:30 A.M. to 9:30 P.M. (Incl.Sat.)
	GIMBELS	Dec. 1	9:30 A.M. to 9:00 P.M. (Incl.Sat.)
	KRESGE-NEWARK	Dec. 8	9:45 A.M. to 9:00 P.M.
	LANE BRYANT	Dec. 8	9:30 A.M. to 9:00 P.M.
	MACY'S	Dec. 8	9:45 A.M. to 9:00 P.M.
	McCREERY	Dec. 8	9:30 A.M. to 9:00 P.M.
	NAMM-LOESER'S (Bklyn)	Dec. 1	9:30 A.M. to 9:00 P.M.
	OPPENHEIM COLLINS	Dec. 3	9:30 A.M. to 9:00 P.M.
	RUSSEKS	Dec. 15	10:00 A.M. to 9:00 P.M.
	SAKS FIFTH AVENUE	Dec. 15	9:15 A.M. to 8:30 P.M.
	SAKS 34TH STREET	Dec. 1	9:30 A.M. to 9:00 P.M. (8:30 Sat.)
	STERN'S	Dec. 1	9:30 A.M. to 9:00 P.M.
	WANAMAKER'S	Dec. 3	12:00 Noon to 9:00 P.M.
Tuesday Dec. 2 2:30 P.M.	"NEWS IN PRINT" BENEFIT FASHION SHOW Silk & Rayon Print Institute fashion show. Contact: Mia Grau, PL.5-1127.	HEBREW NATIONAL ORPHANAGE - MT. VERNON	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Dec. 2 2:30 P.M.	PRESENTATION OF RESORT FASHIONS Russeks will present a showing of Henry Rosenfeld Resort fashions. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday Dec. 3 12:30 P.M. Luncheon	CAROLYN SCHNURER FASHIONS AT LUNCHEON Peck & Peck will present Carolyn Schnurer's Resort and Cruise fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Schnurer--Jose Lorenz, CH. 4-4587; Peck & Peck--D.J. Todd, OR. 3-4700; Pierre Director & Commentator: Nola Luxford, TE. 8-8000.	PECK & PECK	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 3 12:30 P.M. Luncheon	HANNAH TROY FASHIONS AT LUNCHEON SHOW Bonwit Teller will present Cruise fashions by Hannah Troy. (Note Change of Date). Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Hannah Troy Publicity: Elle Kofler, LO. 3-0988. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 3 12:30 P.M. Luncheon	PREVIEW OF NEW SEWING MACHINE The Necchi Sewing Machine Sales Co. and Elna Sewing Machine Co. will invite magazine editors to a luncheon presenting new Elna Swiss model supermatic sewing machine. By invitation only. Publicity: Drucella Lowrie, WA. 4-7604.	NECCHI SEWING MACHINE ELNA SEWING MACHINE CO.	WALDORF-ASTORIA JADE ROOM
Wednesday Dec. 3 4:30 P.M. Cocktails	PREVIEW OF PARIS- INSPIRED COIFFURES Cocktail preview of Paris-inspired coiffures featured in Macy's new Beauty Salon (11th Floor). By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
Thursday Dec. 4 1:00 P.M. Luncheon	MCCARDELL FASHIONS IN PANAGRA COTTONS Claire McCardell's Resort collection in Panagra cottons by Everfast, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Everfast Publ.: C. Elsie Ryan at Kelly, Nason, MU. 8-3300. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVERFAST FABRICS, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 4 2:30 P.M. & 6:00 P.M.	SHOWING OF FASHIONS FOR 5' 4" FIGURE Showing of fashions for 5'4" and under. Press invited. Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
Cancelled Dec. 4	HARRYSON HATS' PREVIEW OF ADVANCE SPRING MILLINERY, ORIGINALLY SCHEDULED FOR THURSDAY, DEC. 4 AT 4:00 P.M., HAS BEEN CANCELLED.		
Thursday Dec. 4 5:30 P.M. Cocktails	SEMI-ANNUAL COCKTAIL PARTY "Shooting for the Stars"--semi-annual cocktail and fund-raising party. Price: \$3.75 per person. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday Dec. 4 6:00 P.M. Cocktails	MERCHANDISING FASHIONS FOR TELEVISION Private showing and study of merchandising and coordination of fashions for television. By invitation only. Contact: Connie Dimun, PL. 7-0800.	SPOTLIGHT PROMOTIONS (123 WEST 44TH STREET)	GOVERNOR CLINTON HOTEL GRAMERCY ROOM
Thursday Dec. 4 8:30 P.M.	SKI FASHION PRESENTATION Saks Fifth Avenue will present fashions for ski-wear. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	HENRY HUDSON HOTEL 353 WEST 57TH STREET
Friday Dec. 5 9:00 A.M.- 11:30 A.M. Breakfast	PRE-MARKET PREVIEW OF NEW HOME FABRICS Breakfast preview of new 1953 collection of Waverly Home Fabrics. Seven room settings created by Margaret Riley, Weverly stylist including a new idea in kitchens and a nursery niche. Formal introduction of Miss Martha Beha, Waverly's new decoration consultant. Contact: Ruth Maybank at Philip Schuyler, LE. 2-7800, Ext. 226.	WAVERLY FABRICS (DIV. F. SCHUMACHER & CO.)	60 WEST 40TH STREET 10TH FLOOR
Monday Dec. 8 2:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present a showing of Suzy Perette's Resort fashions for North and South. Open to public. Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 8- Dec. 15	"NATIONAL BELT WEEK" BY BELT ASSOCIATION--THEME: "GARMENT'S BEST FRIEND IS AN ADDITIONAL BELT". Publicity: Donald E. Green Assoc., LE. 2-6404.		
Monday Dec. 8	MILLINERY MARKET WEEK IN LOS ANGELES	CALIFORNIA MILLINERY GUILD	LOS ANGELES, CALIFORNIA
	Los Angeles Members: Agnes Originals; Belaire Modes; Caspar-Davis; Cathy Hats; Leslie-James; Marilyn Hat Co.; Phil Strann; Suzy Lee; Wilshire Millinery; Yvonne Millinery. San Francisco Members: Meadowbrook; Mne. Roze; Louis Skopp. Contact: California Millinery Guild, Los Angeles, Cal.		
Tuesday Dec. 9 4:00 P.M. Cocktails	PREVIEW OF MILLINERY BY RUSS RUSSELL "The Sea Around Us"--O'Connell Hat Co. will present the Russ Russell collection of Spring hats. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CO. (1 WEST 39TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
Wednesday Dec. 10 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. (Price of tickets will be announced). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 10 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS DURING LUNCHEON Best & Co. will present Holiday and Resort fashions by David Crystal. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal-Terry Mayer, BR. 9-6560; Best & Co.--Madlyn Grimes, PL. 9-2000; Waldorf Fashion-Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 10 12:30 P.M. Luncheon	LOTTE OF DREWYN FASHIONS AT LUNCHEON Saks Fifth Avenue will present Holiday and Cruise fashions at luncheon by Lotte of Drewyn. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Lotte of Drewyn--Sidney Dee Bloeme, JU. 6-4490; Saks Fifth Avenue--Carolyn Haight, PL. 3-4000, Ext. 7064; Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Thursday Dec. 11 10:00 A.M.	PREVIEW OF NEW SPRING CARPETS Fifth Annual Magee distributors' sales meeting and presentation of the new style subjects in carpets for Spring, 1953. By invitation only. Publicity: John C. LeClair, CI. 7-3051.	MAGEE CARPET CO. (295 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	CABANA FASHIONS FOR RESORT & CRUISE Bonwit Teller will present Cabana Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS DURING LUNCHEON De Pinna will present Resort fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Balmain-Gladys Steiner, MU. 9-1630; De Pinna-Solita Arbib, MU. 8-2000. Plaza Fashion Director-Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Dec. 14- Dec. 18	SEMI-ANNUAL DISPLAY MARKET WEEK Contact: Nat'l Ass'n of Display Industries, Rm. 1106, 203 N. Wabash Ave., Chicago, Ill.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	HOTEL NEW YORKER 5TH, 6TH, 7TH FLOORS
Wednesday Dec. 17 11:00 A.M.	PRESS PREVIEW: NYLON TRICOT LINGERIE Colura will present a press showing of high fashion nylon tricot lingerie for Spring and Summer. Also cotton lingerie and hosiery. By invitation only. Publicity: Noriene Barrett, MU. 6-0055.	COLURA, INC.	185 MADISON AVENUE SHOWROOM - 9TH FLOOR
Wednesday Dec. 17 12:30 P.M. Luncheon	LARRY ALDRICH FASHIONS DURING LUNCHEON Larry Aldrich Holiday and Resort fashions will be presented by Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 17 12:30 P.M. Luncheon	ANNUAL CHRISTMAS LUNCHEON The Advertising Women of New York will hold their annual Christmas luncheon. Price: \$4.50, members; \$5.00, guests. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL PIERRE
Dec. 25	CHRISTMAS DAY (Thursday).		
Monday Dec. 29 12:15 P.M. and 5:45 P.M.	HOLIDAY AND SPRING FASHIONS FOR JUNIORS Saks 34th will present Holiday and Spring fashions for juniors, sizes 7 to 15. Box luncheon, 12:15 P.M. to 1:15 P.M. Show repeated 5:45 P.M. to 6:45 P.M. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Monday Dec. 29 4:00 P.M.- 7:00 P.M.	MODERN FURNITURE & COORDINATED FASHIONS Presentation of Modern furniture coordinated with new fashions. By invitation. Contact: Mrs. Zenith Gross, MU. 9-6510.	TODAY'S HOUSE	53 EAST 34TH STREET
Jan. 1	NEW YEAR'S DAY (Thursday--Legal Holiday).		
Monday Jan. 5 10:30 A.M.	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Emme will invite the press to a preview of her Spring millinery collection at 12:00 Noon, followed by luncheon at 1:00 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME (26 EAST 56TH ST.)	HOTEL PIERRE ROOF
Monday Jan. 5 4:00 P.M. Cocktails	MILLINERY PREVIEW FOR N. Y. PRESS Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 5	SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1953 handbag fashions. All member manufacturers will show complete collections of new handbag styles in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday Jan. 6 8:30 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday Jan. 6 7:30 P.M. Dinner	NINETEENTH ANNUAL FASHION SHOW "Daytime Fashions For The Youthful Look."--theme of the 19th annual fashion show of the National Association of House Dress Manufacturers, emphasizing youthful styling. A textile exhibit will continue throughout the entire week. By invitation. Publ.: Leon Klinger, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 6 9:00 P.M.	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. Contact: Millinery Stabilization Commission, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 7 9:30 A.M.	BREAKFAST PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery collection during breakfast. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday Jan. 7 11:00 A.M.	PREVIEW OF MILLINERY FOR LOCAL PRESS Mr. Fred will present his millinery collection for Spring at a showing for the N.Y. press. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 7 2:30 P.M.	MILLINERY PREVIEW FOR N.Y. PRESS Presentation to the press of Laddie Northridge's Spring millinery collection. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Thursday Jan. 8 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will invite the press to a preview of his millinery collection for Spring. By invitation only. Publicity: Jeanne Carberry, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 8 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Friday Jan. 9 11:00 A.M.	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Belle Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	"PATTERNS FOR RETAIL	NATIONAL RETAIL	HOTEL STATLER
Jan. 12-	PROGRESS"--CONVENTION	DRY GOODS ASS'N.	
Jan. 15	NRDGA's 42nd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.		
Tuesday	SEVENTH ANNUAL HOSIERY	HOSIERY MERCHANDISING;	HOTEL ROOSEVELT
Jan. 13	MERCHANDISING FORUM	HOSIERY INDUSTRY WEEKLY	BALLROOM
9:00 A.M.-	"Workshop" Hosiery Forum, including buyers' panel discussions, resource		
5:00 P.M.	contacts, speakers round-table, luncheon and "Buyers' Punch Bowl".		
	Price: \$15.00. Contact: James A. Doyle, SP. 7-9364.		
Tuesday	"HOLIDAY FOR PEARLS"	THE HOUSE OF HELLER	HOTEL PLAZA
Jan. 13	LA TAUSCA JEWELRY	(L. HELLER & SON)	GRAND BALLROOM
4:30 P.M.-	Spring collection of Majeska-designed pearl jewelry for La Tausca at		
6:30 P.M.	semi-annual fashion presentation. Showing at 5:00 P.M. By invitation		
Cocktails	only. Publicity: Eleanor Lambert, MU. 8-2130.		

#### CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	SANTA CLAUS WILL DISTRIBUTE BOOKS "The Night Before Christmas" books will be distributed to the children. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 691.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR TOY DEPT.
Now Going On	MODEL TOWN WITH SANTA CLAUS Toy Fair, with Santa Claus, and electric trains that run through a real countryside, with trees, mountains, a river, automobiles, farms and factories. Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR
Now Going On	ROCKET SHIP TO MOON Christmas Tree decoration contest. Also, Santa Claus and rocket ship to the moon. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO.	6TH FLOOR
Now Going On	MEN'S GIFT SHOP & BOUTIQUE SHOP Opening of Boutique Shop and Men's Gift Shop. Santa Claus will be on the 6th Floor, distributing balloons. Contact: Alice Hutton, EL. 5-5900.	BLOOMINGDALE'S	BALCONY
Now Going On	SPECIAL DISPLAY OF CREATIVE TOYS Gilbert Hall of Science Creative Toy Display, showing animated toys that can be made by children. Publicity: Jerry Halprin, WI. 7-6550.	BOND FIFTH AVENUE	6TH FLOOR TOY DEPT.
Now Going On	NEW GIFT SHOP FOR CHRISTMAS New gift shop, especially for Christmas. Santa Claus will distribute balloons on 6th Floor. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	3RD FLOOR
Now Going On	SPACE SHIP TO SEE RUDOLPH Children may take a space ship to the North Pole to see Rudolph the Red- Nosed Reindeer and receive a gift. Publicity: Rubye Graham, JA. 6-6800.	GERTZ (JAMAICA)	5TH FLOOR

(Continued On Following Page)



DATEWHAT'S GOING ONGIVEN BYWHERECHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)

Now Going On	MERRY-GO-ROUND RIDES FOR CHILDREN Hearn's will have a miniature Coney Island in the Toy Dept. Contact: Jules Mirel, OR. 5-5000.	HEARN'S	3RD FLOOR
Now Going On	SPECIAL LUNCHEONS WITH SANTA CLAUS Santa's daily luncheon parties at 10:45 A.M. Price: 75¢. By invitation only. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	7TH FLOOR RESTAURANT
Now Going On	SANTA CLAUS HOUSE FOR CHILDREN Children may confer with Santa in his special house. Contact: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR
Now Going On	SPECIAL TRAIN RIDE FOR CHILDREN Train ride and pictures taken with Santa Claus. Publicity: Muriel Lipchik, TR. 5-5700.	NAMM-LOESER'S (BROOKLYN)	3RD FLOOR
Now Going On	SANTA CLAUS AND LIVE REINDEER Santa Claus and 8 live reindeer will be on the 7th Floor. There will be a merry-go-round ride (30¢) with surprise gift packages. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	7TH FLOOR
Now Going On	HOWDY-DOODY TOY FAIR FOR CHRISTMAS Pictures with Howdy-Doody, Clarabelle or The Princess at Howdy-Doody Toy Fair. Publicity: Maggi Carroll, LO. 5-6000.	STERN'S	5TH FLOOR
Beginning Monday Nov. 24	GIANT CHRISTMAS TREE AT STORE FRONT Lord & Taylor will have a Christmas Tree, 12 stories high, with 3000 snowflakes of spun glass and 2000 roses. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH AVE. AT 38TH ST.
Beginning Tuesday Nov. 25	"721 CLUB" GIFT SHOP "FOR MEN ONLY" Consultants will assist male shoppers in their selection of Christmas gifts. (Entrance on 56th St.) Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	MAIN FLOOR
Beginning Wednesday Nov. 26	TOY CONSULTANT Santa Claus in "Candy Stick Lane". There will also be a Toy Consultant to advise on Christmas purchases. Contact: GR. 3-4700.	WANAMAKER'S	2ND FLOOR
Beginning Friday Nov. 28	SINGING SANTA DISTRIBUTES GIFTS Arnold Constable's singing Santa Claus will distribute favors to the children. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	2ND FLOOR TOY DEPT.
Beginning Saturday Nov. 29	SHOPPING SERVICE "FOR MEN ONLY" The "Wise Men's Club," for men only, to facilitate selection of Xmas gifts. Publicity: Georgine Thomson, WI. 7-7000.	JAMES McCREERY & CO.	3RD FLOOR



MOVIES...MUSIC...TELEVISION...THEATRE

- Beginning  
Monday  
Nov. 24      SECOND WEEK: "THE NATIONAL THEATRE OF GREECE" MARK HELLINGER, B'WAY & 51ST  
Guthrie McClintic by arrangement with ANTA presents Katina Paxinou and  
Alexis Minotis in the second of two Sophoclean plays. Nov. 24-Nov. 30:  
OEDIPUS TYRANNUS, starring Alexis Minotis. Prices: \$1.20-\$4.80. Publ.:  
Sol Jacobson, CH. 4-1482.
- Beginning  
Monday  
Nov. 24      THIRD WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Nov. 24: Wagner's LOHENGRIN. Nov. 25: Puccini's TOSCA. Nov. 26: Mozart's  
DON GIOVANNI. Nov. 27: Puccini's MADAMA BUTTERFLY. Nov. 28: Verdi's  
RIGOLETTO. Nov. 29, Mat.: Verdi's LA FORZA DEL DESTINO. Nov. 29, Eve.:  
Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.
- Beginning  
Monday  
Nov. 24      THIRD WEEK: "FRENCH THEATRE"      ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
S. Hurok presents The Madeleine Renaud-Jean-Louis Barrault Co. Nov. 24-  
Nov. 26: Occupe-toi d'Amelie (Keep Your Eye on Amelie). Nov. 27-Nov. 29:  
La Repetition ou L'Amour Puni (The Rehearsal or Love Punished). Settings  
and costumes: Maurice Brianchon. Tickets: \$1.20-\$4.80. Publicity:  
Martin Feinstein, PL. 9-6000.
- Beginning  
Tuesday  
Nov. 25      FOURTH WEEK: NEW YORK CITY BALLET      CITY CENTER, 131 WEST 55TH STREET  
Nov. 25: SWAN LAKE, THE CAGE, A LA FRANCAIS, LA VALSE. Nov. 26: SERENADE,  
ORPHEUS, METAMORPHOSES, PIED PIPER. Nov. 27: TYL ULENSPIEGEL, ILLUMINA-  
TIONS, PRODIGAL SON, SCOTCH SYMPHONY. Nov. 28: FOUR TEMPERAMENTS, FIRE-  
BIRD, PAS DE TROIS, LA VALSE. Nov. 29, Mat.: CONCERTO BAROCCO, SWAN LAKE,  
FRANCAIS, PIED PIPER. Nov. 29, Eve.: SYMPHONIE CONCERTANTE, AGE OF  
ANXIETY, SYLVIA, PAS DE DEUX, CAKEWALK. Nov. 30, Mat.: CARACOLE, TYL  
ULENSPIEGEL, PAS DE TROIS, LA VALSE. Nov. 30, Eve.: THE DUEL, ORPHEUS,  
A LA FRANCAIS, SCOTCH SYMPHONY. Prices: \$1.50-\$3.60. Publicity: Phillip  
Bloom, CH. 4-5185.
- Tuesday  
Nov. 25      PREMIERE: "HANS CHRISTIAN ANDERSEN" (Movie) CRITERION & PARIS THEATRES  
Samuel Coldwyn Technicolor Production, released by RKO Radio Pictures,  
of Moss Hart's story of the famous Danish poet. Starring: Danny Kaye,  
Farley Granger and Jeanmarie. Producer: Samuel Goldwyn. Director:  
Charles Vidor. Ballet Costumes: Designed by Clave; Executed by Madame  
Karinska. RKO Publicity: Don Price, JU. 6-5050.
- Wednesday  
Nov. 26      OPENING: "TIME OUT FOR GINGER"      LYCEUM THEATRE, 149 WEST 45TH STREET  
Shepard Traube and Gordon Pollock in association with Don Hershey present  
Melvyn Douglas with Polly Rowles and Nancy Malone in Ronald Alexander's  
comedy. Director: Shepard Traube. Costumes: Virginia Volland.  
Publicity: George Ross, BR. 9-5906.
- Thursday  
Nov. 27      PREMIERE: "THE THIEF OF VENICE"      MAYFAIR THEATRE, 7TH AVE. & 47TH STREET  
A Robert Haggiag production released by 20th Century-Fox of the intrigues  
of the Doges in the early Renaissance in Venice. Starring: Maria Montez,  
Paul Christian, Massimo Serato, Faye Marlow. Director: John Brahm.  
Costumes: Nino Novarese. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday  
Dec. 2      OPENING: "I'VE GOT SIXPENCE"      BARRYMORE THEATRE, 243 WEST 47TH STREET  
Gertrude Macy-Walter H. Starcke present Edmond O'Brien and Viveca Lindfors  
in John Van Druten's comedy staged by the author. Featuring: Patricia  
Collinge and Vicki Cummings. Costumes: Burton J. Miller. Publicity:  
Barry Hyams, PL. 7-7238.